

ABSTRACT

Traditional culinary heritage holds great potential for promoting regional identity. However, Purbalingga's signature dishes, especially its five distinctive types of soto (Soto So, Sot Jatisaba, Soto Kriyik, Soto Klamud, and Soto Bancar), remain relatively unknown to younger generations due to a lack of engaging promotional efforts. This project aims to design a photography book as a promotional medium to increase awareness and appreciation of Purbalingga's signature soto, particularly among young people. The research employs a descriptive qualitative methodology with SWOT analysis. Data were collected through observation, interviews, questionnaires, and literature studies. The findings reveal that a photography book can present visually appealing and informative content about Purbalingga's soto, covering ingredients, unique characteristics, and historical background. A digital format was chosen for the book, as it aligns with the preferences of younger generations who are closely connected to technology and value accessibility. Through this photography book design, it is hoped that the appeal and promotion of Purbalingga's culinary heritage will grow, supporting local cultural preservation while stimulating regional culinary tourism development.

Keywords: *Photography Book, Purbalingga's Signature Soto, Culinary Promotion, Younger Generation.*